DESIGN GOES TO SCHOOL (DG2S)

***Design*** is often considered an ambiguous term as it is applied in varying contexts ranging from the Arts to Engineering, Architecture, Communications and other disciplines. It is however more widely associated with the [Applied arts](https://en.wikipedia.org/wiki/Applied_arts" \o "Applied arts); the boundaries between art and design are blurred, largely due to a range of applications both for the term 'art' and the term 'design'.  To a degree, some methods for creating work, such as employing intuition suggests that the principles of design are "almost instinctive", "built-in", "natural", and part of our sense of “rightness”. However, the intended application and context of the resulting works will vary greatly.

**THE PROBLEM**

* In a world where design tools are more accessible with easier features to achieve great designs, it has been discovered that a lot of users still find it difficult to do it right simply because they lack the basic knowledge of design; having the tool is not as important as using it right.
* It is very evident that design is required in almost, if not all fields of endeavors in life and an individual without any formal or informal knowledge of design will find it difficult to interact or deliver excellently.
* Evaluations and comments about our National education system’s flaws are being made which has made measuring whether Students actually leave Secondary School prepared for college and the world beyond an uphill task as a result of disparities between educational policies and the actual reality that plays out in life.
* Most professional designers are faced with a lot of problems when dealing with clients who have little or no knowledge about design which makes the work process tougher on them if eventually the deal is successful.
* The society at large is over-saturated with poor designs so much that good designs are hardly appreciated nor understood.

**PROFERRED SOLUTION**

Design goes to School is an initiative set to educate senior secondary school students both in private and government schools about the basic design theories, the importance of design, its relevance to daily life and how it influences choices and decision-making from the secondary level of education. We are not instigating that every student should end up as a designer, this only assists in preparing the youngsters for life in the tertiary institutions and beyond.

Designers have a special skill-set which enables them to think through rather horrifying challenges, like the educational system. Designers can also be referred to as problem solvers as they can spot problems that are not visible to the naked eyes. They are highly imaginative, and Education is one of the many avenues where their talents are mostly required because alteration to any system must begin at the point of entry. Moreover, it is no longer news that the educational system plays a major role in feeding any individual with information for either transformation or degradation.

**DG2S is currently kicking off in Lagos but will be spreading its tentacles to more cities, States and Countries across the globe.**

**OUR GOAL**

To birth a design savvy generation.

**OUR TARGET AUDIENCE**

Students in senior secondary school.

**OUR MISSION**

To equip senior secondary school students with the knowledge required to explore and solve the problems they encounter each day through our design classes.

**OUR VISION**

To lead a new generation of creative thinkers

To have design added to the school curriculum in Nigeria and across Africa.

**OUR CORE VALUES**

* Creativity
* Accuracy
* Responsiveness
* Excellence
* Analytical thinking
* Smartness
* Competence
* Organization

**STRATEGIC TARGET BRANDS**

* MTN
* Promasidor
* Coke
* UN
* Unilever
* Minimie

**THE TEAM**

We look forward to working with a team of not less than 5 and not more than 20 creatives comprising of Designers, Data Management Officers, Content and Social Media Managers, Photographers and Cinematographers who would perform the following functions:

* Designers will provide major designs in record time for projected activities.
* Data Management Officers are required to collect and collate accurate data such as number of Schools visited, team members and students present, among others.
* Content and Social Media Managers will create engaging contents for our social media platforms, draft texts and responses to mails, their duty also involves following up with the effective and efficient delivery of contents as highlighted in the project plan.
* Photographers and Cinematographers are saddled with the responsibility of providing audio and visual contents.

**DURATION**

DG2S is scheduled to hold a 2 hours session for day at each selected School. We intend to organize this for an average of 9 schools per session (3 in each term).

**SUCCESS DIMENSION**

Reaching out to millions of secondary school students across the globe as we would like to be known for global impact in the design world.

**OUR CURRENT SPONSORS & PARTNERS**

* COTH Media
* Friesland Campina
* Square Studios

**YOUR INVOLVEMENT**

**Individuals and Organizations can participate either as volunteers, sponsors and/or partners.**

**OUR SOCIAL MEDIA PLATFORMS**

Instagram: @designgoes2school

Twitter: @designgoes2school

Facebook: DesignGoes2School

*Appendix*

**HASHTAGS**

#dg2s

#designgoes2school

#designwise

#designinhighschool

#adddesign2curriculum

#teachdesigninhighschool

#learndesigninhighschool

#designinschoolcurriculum

**MATERIALS NEEDED & COST**

* Projector *(ACER X1123H HDMI SVGA)* and screen - (#300,000)
* Brochure - (10,000 copies = #155,800)
* Shirts - (20 pieces x #5,000 = #100,000)
* Tags - (30 pieces x #1,000 = #30,000)
* Roll-up banner - (2 sets = #90,000)

**TOTAL - #675,800**